

Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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**FEE TRANSMITTAL  
for FY 2007**

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$180.00)

## Complete if Known

Application Number	10/750,451
Filing Date	December 31, 2003
First Named Inventor	Ross KONINGSTEIN
Examiner Name	Michael Bekerman
Art Unit	3622
Attorney Docket No.	Google-41 (GP-099-00-US)

## METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:Deposit  
Account  
Number  
Deposit  
Account  
Name

50-1049

Straub &amp; Pokotylo

The Commissioner is authorized to: (check all that apply)

☒ Charge any underpayment of fee(s) indicated below  
☒ Charge any fee(s) due in connection with the filing submitted herewith  
☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

## FEE CALCULATION

## 1. BASIC FILING, SEARCH &amp; EXAMINATION FEES

Large Entity Fee (\$)	Small Entity Fee (\$)	Fee Description	Fee Paid
1030	515	Utility fee	
440	220	Design fee	
680	340	Plant fee	
1440	720	Reissue fee	
210	105	Provisional fee	
SUBTOTAL (1)			(\$0.00)

## 2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

	Extra Claims	Fee from below	Fee Paid
Total Claims	20** =	X	=
Independent Claims	3** =	X	=
Multiple Dependent			=

Large Entity		Small Entity		<u>Fee Description</u>
Fee Code	Fee (\$)	Fee Code	Fee (\$)	
1202	50	2202	25	Claims in excess of 20
1201	210	2201	105	Independent claims in excess of 3
1203	370	2203	185	Multiple dependent claim, if not paid
1204	210	2204	105	**Reissue independent claims over original patent
1205	50	2205	25	**Reissue claims in excess of 20 and over original patent

\*\*or number previously paid, if greater. For Reissues, see above

## FEE CALCULATION (continued)

## 3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051	2051	130 65 Surcharge - late filing fee or oath	
1052	2052	50 25 Surcharge - late provisional filing fee or cover sheet	
1053	1053	130 130 Non-English specification	
1812	1812	2,520 2,520 For filing a request for ex parte reexamination	
1804	1804	920* 920* Requesting publication of SIR prior to Examiner action	
1805	1805	1,840* 1,840* Requesting publication of SIR after Examiner action	
1251	2251	120 60 Extension for reply within first month	
1252	2252	460 230 Extension for reply within second month	
1253	2253	1,050 525 Extension for reply within third month	
1254	2254	1,640 820 Extension for reply within fourth month	
1255	2255	2,230 1,115 Extension for reply within fifth month	
1401	2401	510 255 Notice of Appeal	
1402	2402	510 255 Filing a brief in support of an appeal	
1403	2403	1,030 515 Request for oral hearing	
1451	1451	1,510 1,510 Petition to institute a public use proceeding	
1452	2452	510 255 Petition to revive - unavoidable	
1453	2453	1,540 770 Petition to revive - unintentional	
1501	2501	1,440 720 Utility issue fee (or reissue)	
1502	2502	820 410 Design issue fee	
1503	2503	1,130 565 Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807	1807	50 50 Processing fee under 37 CFR 1.17(c)	180.00
1806	1806	180 180 Submission of Information Disclosure Stmt	
8021	8021	40 40 Recording each patent assignment per property (times number of properties)	
1809	2809	810 405 Filing a submission after final rejection (37 CFR 1.129(a))	
1810	2810	810 405 For each additional invention to be examined (37 CFR 1.129(b))	
1801	2801	810 405 Request for Continued Examination (RCE)	
1802	1802	900 900 Request for expedited examination of a design application	

Other fee (specify)

\* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$180.00)

## SUBMITTED BY

Name (Print/Type)	John C. Pokotylo
Signature	<i>John C. Pokotylo</i>

Registration No.	36,242
Attorney/Agent	

(Complete if applicable)


Telephone (732) 542-9070

Date March 19, 2008

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

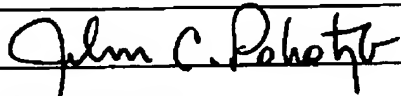
This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

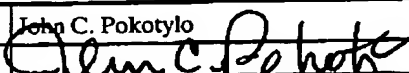
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Please type a plus sign (+) inside this box → Modified PTO/SB/21 (08-00)  
Approved for use through 10/31/2002. OMB 0851-0031U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE  
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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	<b>Application Number</b>	10/750,451
	<b>Filing Date</b>	December 31, 2003
	<b>First Named Inventor</b>	Ross KONINGSTEIN
	<b>Group Art Unit</b>	3622
	<b>Examiner Name</b>	Michael Bekerman
<b>Total Number of Pages in This Submission</b>		<b>Attorney Docket Number</b> Google-41 (GP-099-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.63	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks <span style="border: 1px solid black; display: inline-block; width: 150px; height: 20px; vertical-align: middle;"></span>		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	March 19, 2008

CERTIFICATE OF FACSIMILE			
I hereby certify that this correspondence is being facsimile transmitted to the United States Patents and Trademark Office on this date:			March 19, 2008
Typed or printed name	John C. Pokotylo	Date	March 19, 2008
Signature			

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MAR 19 2008

# FACSIMILE COVER SHEET

*The Law Offices of*  
**STRAUB & POKOTYLO**

620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

Telephone: 732-542-9070  
Facsimile: 732-542-9071  
Internet site: www.sp-ip.com

To: U.S. Patent and Trademark Office

Facsimile No.: (571) 273-8300

From: John C. Pokotylo, Esq.

Date: March 19, 2008

Number of Pages Including Cover: 10

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee transmittal (1 pg.) (in duplicate);
- 3) Information Disclosure Statement (3 pgs.);
- 4) PTO/SB/08A Form (1 pg.); and
- 5) Reference BU (2 pgs.).

Attorney Docket No.: Google-41 (GP-099-00-US)

Appl. No.: 10/750,451

Applicants: Ross KONINGSTEIN, et al.

Filed: December 31, 2003

Title: SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS

TC/A.U.: 3622

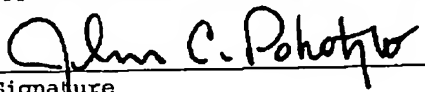
Examiner: Michael Bekerman

## CERTIFICATE OF FACSIMILE TRANSMISSION

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Trademark Office on the date shown below.

John C. Pokotylo

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Signature

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Date

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**IN THE UNITED STATES**  
**PATENT AND TRADEMARK OFFICE**

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Applicants: **Ross KONINGSTEIN, et al.**

Serial No.: **10/750,451**

Filing Date: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR  
ADVERTISEMENTS**

Examiner: **Michael Bekerman**

Group Art Unit: **3622**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**INFORMATION DISCLOSURE STATEMENT**

The applicants respectfully request that the reference listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of the reference is enclosed.

Reference BU is an Office Action from the Australian Patent Office in a counterpart Australian Patent application. A copy of that Office Action is provided. Note that U.S. Patent Application Publication No. 2003/0055816, cited in reference BU, is already of record.

03/20/2008 SSESHE1 00000003 501049 10750451

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The applicants reserve the right to establish that the reference listed on the attached PTO/SB/08A is not prior art to the above-captioned application.

Since the Information Disclosure Statement is being submitted after a final Office Action, but with a certification under 37 C.F.R. § 1.97(e)(1), it should be considered under 37 C.F.R. § 1.97(d).

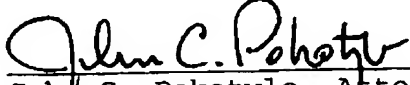
The Patent Office is authorized to charge the fee of \$180.00 to the deposit account of Straub & Pokotylo, deposit account number 50-1049, in order to have the Information Disclosure Statement submitted herewith considered under 37 C.F.R. § 1.97(d).

Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

Respectfully submitted,

March 19, 2008

  
John C. Pokotylo, Attorney  
Reg. No. 36,242  
Customer No. 26479  
(732) 542-9070

STRAUB & POKOTYLO  
620 Tinton Avenue  
Bldg. B, 2<sup>nd</sup> Floor  
Tinton Falls, NJ 07724-3260

**CERTIFICATE OF FACSIMILE TRANSMISSION**

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John C. Pokotylo

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John C. Pokotylo  
Signature

March 19, 2008

Date